

IN THE SPECIFICATION:

Please add the following new section immediately after the title of the application:

-- CROSS-REFERENCED RELATED APPLICATIONS

This is a continuation of application Serial No. 08/550,455, filed October 30, 1995, which is a continuation-in-part of Serial No. 08/512,365, filed August 8, 1995, now abandoned.--

## BACKGROUND OF THE INVENTION:

Please replace the second paragraph on page 1 with the following paragraph:

When purchasing a product, a purchaser must first determine which product, including brand name, model, color and other features, best meets his needs. Once the purchaser has an established interest in purchasing a particular product, the purchaser typically visits, in person or by telephone, a few stores that sell the product to determine the best price. Once the best price is determined, all things being equal, the purchaser usually buys from the store ~~store~~ selling this particular product at the best price.